

Message Text

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ACTION COME-00

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R 082255Z AUG 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 9331

INFO AMCONSUL GUADALAJARA

AMCONSUL HERMOSILLO

AMCONSUL MONTERREY

UNCLAS MEXICO 7076

E.O. 11652: N/A

TAGS: BEXP, XM

SUBJ: COMMERCIAL OFFICERS CONFERENCE - LATIN AMERICA

REF: STATE 187328

FOLLOWING EMBASSY COMMENTS ON CONFERENCE KEYED TO PARAGRAPHS
IN REFTEL:

PARA 2. BRUCE MALKIN AND JOHN MULLIN WILL ATTEND CONFERENCE
FROM GUADALAJARA AND MONTERREY. PETER WOOD FORMERLY ASSIGNED
TO HERMOSILLO NOW CONSULAR OFFICER IN MEXICO CITY. SUGGEST
ROBERT GLASS, SCHEDULED TO ARRIVE SEPT. 1 AS COMMERCIAL OFFICER
IN MONTERREY, SUBSTITUTE FOR PETER WOOD AS PARTICIPANT.

PARA 3. EMBASSY PLANS MAXIMUM PARTICIPATION MEXIC CITY E/C
FSO/FSLS, CONSISTENT WITH OTHER URGENT EMBASSY ACTIVITIES AND
WITH INTERESTS AND RESPONSIBILITIES OF PERSONS CONCERNED.
DECISIONS WILL BE MADE UPON RECEIPT OF DETAILS OF PROGRAMS.

PARA 5. EMBASSY RECOMMENDS THAT ROBERT MILLER BE REPLACED
ON PANEL BY OTHER MEXICO CITY FSO WITH MORE EXPERIENCE
IN MEXICO CITY. MILLER WILL, AT BEST, ARRIVE AT POST IN
TIME TO BE PRESENT DURING ONE SHOW PRIOR TO CONFERENCE AND
ASSIST IN PROMOTION ARRANGEMENTS FOR SECOND SHOW. OBVIOUSLY,
HE WILL NOT HAVE INDEPTH KNOWLEDGE MEXICO CITY PROCEDURES.
UNDER INTEGRATED E/C-TRADE CENTER OPERATIONS, EMBASSY HAS
SEVERAL FSOS WHO HAVE PARTICIPATED ACTIVELY IN TRADE CENTER
SHOWS AND SEMINARS AND HAVE OTHER PERTINENT EXPERIENCE IN
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MEXICO. MILLER'S DUTIES IN MEXICO CITY WILL INVOLVE TRADE

CENTER ACTIVITIES ONLY; OTHER FSOS HERE INVOLVED IN TRADE CENTER-SUPPORT ACTIVITIES PLUS OTHER TRADE PROMOTION ACTIVITIES, INCLUDING FOREIGN BUYERS PROGRAM. FINALLY, MILLER'S PRESENCE SORELY NEEDED AT TRADE CENTER WHERE ONLY ONE AMERICAN OFFICER HOLDING DOWN RESPONSIBILITIES OF THREE AMERICAN OFFICERS; ALSO, MILLER WILL BE ABLE TO MAKE BETTER CONTRIBUTION DURING CONFERENCE BY IMMERSING HIMSELF IN TRADE CENTER AFFAIRS DURING SHORT PERIOD PRIOR TO CONFERENCE. RECOMMEND THAT ONE OF FOLLOWING BE DESIGNATED PANEL MEMBER, INCLUDING PRE-CONFERENCE RESEARCH: HAL RYERSON, ROBERT, KOHN, GUY GWYNNE, DON PLANTY OR ED PARSONS.

PARA 6. EMBASSY NOMINEES FOR FSL PANEL ARE JOSE LOPEZ OF MEXICO CITY, RAMON NAVARRETE OF GUADALAJARA AND ROBERT DAVILA OF MONTERREY. ALL ARE SENIOR FSLs WITH MANY YEARS OF EXPERIENCE IN COMMERCIAL MATTERS. RECOMMEND THAT MEXICO CITY PANEL BE EXPANDED TO FOUR TO INCLUDE FSL CHARLES CROWLEY, A VERY CAPABLE PROMOTION ASSISTANT AT TRADE CENTER.

PARA 7. RECOMMEND THAT WILLIAM HAYNE BE REPLACED ON PANEL BY G. A. STANFORD WHO HAS BEEN INVOLVED FULLTIME WITH MANAGEMENT OF EXPORT EXPANSION PROGRAM AND WITH CCP ACTIVITIES. WE REITERATE RECOMMENDATION MEXICO 6558 THAT PROGRAM INCLUDE WORKSHOP ON DEVELOPMENT OF MEASURES OR CRITERIA TO QUANTIFY CCP ACTIVITIES AND BETTER IDENTIFY RESOURCE LEVELS. THIS IS WEAK AND MOST DIFFICULT ASPECT OF PROGRAM MANAGEMENT AND CCP ACTIVITIES.

BRANDIN

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